



NO POSSESSIONS . NO PLANS . JUST TRAVEL

A circular seal with a white background and a thin black border. It contains the National Geographic logo (a square with a smaller square inside) to the left of the text "NATIONAL GEOGRAPHIC". Below this, the words "TRAVELERS OF THE YEAR" are written in a bold, sans-serif font, and "2014" is at the bottom.

NATIONAL
GEOGRAPHIC
TRAVELERS
OF THE YEAR
2014



We are Pete and Dalene Heck, a Canadian couple who sold everything in 2009 to travel the world.

We are real-time storytellers.

Readers follow along on our journey of adventure and cultural exploration told through chronological travelogues, exceptional photography and video. We weave our personal story into every post, and our highly engaged audience is always anxious to see where we go next!

- **Website:** hecktictravels.com
- **Email:** info@hecktictravels.com
- **Facebook:** [/hecktictravels](https://www.facebook.com/hecktictravels)
- **Twitter:** [@hecktictravels](https://twitter.com/hecktictravels)
- **Instagram:** [@hecktictravels](https://www.instagram.com/hecktictravels)
- **YouTube:** [/hecktictravels](https://www.youtube.com/hecktictravels)
- **Pinterest:** [/hecktictravels](https://www.pinterest.com/hecktictravels)

How you can benefit from a partnership with Hecktich Travels

// Voice

Through our large social media platform we will promote your brand or destination to a wide variety of faithful readers and travelers.

// Value

We guarantee that we will present the utmost professionalism, initiative and enthusiasm when promoting your destination, and give our readers an informed opinion about our experience.

// Investment

By creating everlasting high quality evergreen content, articles on hecktictravels.com will appear in search engines for years to come.

// Quality

We take immense pride in writing exceptional and entertaining articles. We constantly are improving our skills in writing, photography, and video to keep people coming back for more.





What we offer

// Partnerships

We are actively seeking partnerships sponsorships, and ambassadorships with tourism boards and travel companies to promote destinations and brands. We provide honest and personal reviews of destinations, hotels, products and events

Ask us about our new “Bloggers in Residence” program!

// Hecktic Media Inc

Real Time Marketing. Want to work with travel bloggers and don't know where to start? HMI will bridge the gap to design, execute, monitor, and report on, real time social media campaigns custom-tailored to meet your needs.

Learn more at www.heckticmedia.com

Our numbers:

86,000+
AVERAGE MONTHLY
PAGEVIEWS

25,000+
AVERAGE MONTHLY
USERS

9,300+
FACEBOOK FANS

23,400+
TWITTER FOLLOWERS

360,000+
PINTEREST FOLLOWERS

5,800+
INSTAGRAM FOLLOWERS

GLOBAL REACH: AVERAGE MONTHLY VISITORS



Case study: Tourisme Montréal 2013

We spent six days in Montréal in June 2013, and produced six blog posts from our visit.

The Results*:

- Total Pageviews: 6,400+
- Average of 1,000+ views per post
- Total Tweets: 250+
- 2.4 million Twitter impressions
- Total Facebook Reach: 18,000+
- Total Instagram Reach: 43,000+

“Your posts are my favourite this year and I’d say that in the face of every blogger and journalist who’d ask me.”
~ Hugo Leclerc, Tourisme Montréal Office

*(after 1 month)



A person with long brown hair, seen from behind, is holding a smartphone up with both hands to take a photo. The background is a bright, out-of-focus street scene with buildings and a person in a white shirt walking away. The lighting is warm, suggesting late afternoon or early morning.

Case study: *Explore Alberta 2014*

We traveled through Alberta for ten days in January 2014 working with Travel Alberta.

We produced eleven blog posts from our visit.

The Results*:

- Total Pageviews: 32,000+
- Average of 3,600+ views per post
- Total Tweets: 700+
- 7.6 million Twitter impressions
- Total Facebook Impressions: 1,800+ likes, shares and comments

*(after 4 months)

What our readers have to say about Hecktic Travels

“The internet universe thanks you for breaking up the monotony of travel blogging.”

“Love the pictures, love the writing, love the honesty about the highs and lows of travel, love the regularity of the posts...it's like a good reality TV show!”

“The way the writer makes me feel is like I'm peeking in the window of someone's house/life.”

“I like the personal nature of the stories, written sincerely and in a non-formulaic manner. Too many other blogs follow a set routine - hoorah for keeping it fresh.”

Awards and recognition

- Hecktic Travels were award ‘Travelers of the Year’ by National Geographic for 2014.
- Dalene was named a “Voice of the Year” by BlogHer in 2012 and 2014.
- Dalene has written for Travel + Escape and The Huffington Post. Hecktic Travels blog posts have also been featured on National Geographic Traveler.
- Hecktic Travels has been featured in several news outlets across Canada.
- Hecktic Travels are founding members of the Professional Travel Bloggers Association.

Featured by:

